



WLS-TV CHICAGO
190 NORTH STATE STREET
CHICAGO IL 60601

Acknowledgment of Agreement Between WLS-TV CHICAGO and

DATE: 10-04-2012 PAGE: 1 of 1

MEDIA PLACEMENT TECHNOLOGIES - 5496
ATTN: NICOLE MEADE
500 N. WASHINGTON ST.
ALEXANDRIA VA 22314

Contract No 401362	Contract Dt 10-03-2012	Revision Dt	Rev# 0	Advertiser NOW OR NEVER INC	Brand NOW OR NEVER PAC	Product Code POLITICALS								Station/Market WLS - CHICAGO							
Agency Est#			CMS # 245644	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-08-2012	End Date 10-10-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 245644					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-08-2012	10-10-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)				1	30	1	1	1						3	1,800	3	5,400.00
2	10-08-2012	10-08-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)				1	30	1								1	4,000	1	4,000.00
3	10-08-2012	10-08-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)				1	30	1								1	4,000	1	4,000.00
4	10-08-2012	10-10-2012	05:00PM - 05:30PM	EARLY NEWS: 5-530P M-F (5519)				1	30	1	1	1						3	4,500	3	13,500.00
5	10-08-2012	10-10-2012	06:00PM - 06:30PM	EARLY NEWS: 6-630P M-F (5524)				1	30	1	1	1						3	6,000	3	18,000.00
6	10-08-2012	10-10-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516)				1	30	1	1	1						3	1,500	3	4,500.00
7	10-09-2012	10-10-2012	06:26PM - 06:56PM	ACCESS: WHEEL M-F 628P-7P (5525)				1	30		1	1						2	7,000	2	14,000.00
8	10-08-2012	10-08-2012	10:00PM - 10:35PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P				1	30	1								1	8,000	1	8,000.00
																	Contracted Gross Total:		17	71,400.00	
																	Actual Gross Total:		17	71,400.00	
																	Agency Commission:			10,710.00	
																	Net Total:			60,690.00	
Month/YR		Preempted		Made Good		Contract Total		Adjustments										Actual Total			
Oct 12		0.00		0.00		71,400.00		0.00										71,400.00			
TOTAL		0.00		0.00		71,400.00		0.00										71,400.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood